BPEN82MA

R. J. REYNOLDS TOBACCO COMPANY
BUSINESS PLANNING AND EXECUTION
PROMOTION SUMMARY REPORT

DATE: 97-03-04
TIME: 08:26 AM

PROMOTION : 700272 DORAL B2G1F JUNE PROGRAM
DRIVE PERIOD: 70600

	NO OF ACCOUNTS	TOTAL SKUS	TOTAL OFFERS	ALLOCATION CASES	ALLOCATION OFFERS
12XXXX 12 NEW YORK METRO REGION					
				910	81,900
VAP					
CHAIN	294	294	6,174		
INDEPENDENTS	3,487	3,744	78,624		
VAP TOTAL	3,781	4,038	84,798		
NON-VAP					
CHAIN	198	198	4,158		
INDEPENDENTS	1,278	1,282	26,922		
NON-VAP TOTAL	1,476	1,480	31,080		
TOTAL CHAINS	492	492	10,332		
TOTAL INDEPENDENTS	4,765	5,026	105,546	TOT COMMITTED:	115,878
TOTAL ACCOUNTS	5,257	5,518	115,878	TOT REMAINING:	33,978-

****

Sleeves
525101

3900

21 ✓
22 ✓
23 ✓
-4 ✓ 99999 15
15 ✓ 14-45
26
29 ✓

51842 6309

Source: https://www.industrydocuments.ucsf.edu/docs/kmcp0000